

Serial No. 09/391,459  
Docket : 33701 M 002

### REMARKS

Further consideration of this application courteously is solicited.

This Paper is submitted further to the Applicant's Request for a Continued Prosecution Application (CPA) submitted on February 14, 2003. This Paper makes amendments to independent claims 1 and 6 in advance of examination of the CPA. The amendments are directed to both the claims and the specification. The amendments do introduce some new terminology, such as letters "M", "A" and "R" used for abbreviation in the amended claims and specification. However, all such amendments have been considered very carefully to avoid the introduction of new matter. It is believed that none of the revisions made hereby would introduce new matter to this application.

The amendments to independent claims 1 and 6 are directed to the previous rejection over the Anderson, et al. patent as stated in the Office Action of August 16, 2002 (Paper No. 6). The amendments were made during contemplation of column 10, line 31 through column 11, line 30 of Anderson, et al., and most particularly, column 10, lines 46-65 of Anderson, et al. Applicant respectfully submits that these identified portions of the Anderson, et al. patent, and the remaining portions of the patent, do not teach or suggest defining and extracting high-ranking clients as now set forth in the claims. Thus, to those of ordinary skill in the art, nowhere would Anderson, et al. teach or suggest defining and extracting high-ranking clients as the claims now describe. Therefore, Applicant courteously submits that independent claims 1 and 6 patentably distinguish over the Anderson, et al. patent.

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Examination of this application in accordance with the foregoing courteously is  
solicited.

Respectfully submitted,

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### AMENDMENT TO THE SPECIFICATION

On page 13, please amend the first and second full paragraphs, and insert immediately thereafter a newly-added paragraph as follows.

B1  
The sales rate setting column 7 is provided to set a plurality of actual purchases because when all the members who ~~have experience to~~ purchase the designated goods are extracted, clients who accidentally stop over at the store to buy the goods are also extracted.

It is understood from the Repert principle that a few ~~number of~~ clients ~~indicates~~ account for the major part of sales of the designated goods. Therefore, for example, where the sales rate is set to 80%, out of clients ~~having~~ who made the actual purchases of the goods designated in the goods designation 7c, high-ranking clients are those who contribute to sales of 80% of ~~the entirety from~~ the total sales of the goods. By so setting the sales rate (to 80%), only high-ranking clients are extracted.

It follows that if M represents the high-ranking clients, M can be expressed as  $M = A \times R$ , where A is the total sales amount of the designated goods and R is the sales rate of the designated goods. Thus, in retrieving clients, for example, a sales rate of 80% is inputted in the sales rate setting column 7h on the retrieval screen 7 shown in FIG. 10 to narrow the clients to those meeting the requirements designated. This thereby extracts the limited number of clients, M, as the high-ranking clients. As a result, none of the clients who accidentally stop over at the store to buy the designated goods are extracted.

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### LISTING OF CLAIMS

B<sup>2</sup> ~~sz~~ Claim 1. (Currently Amended) A client card mail system, comprising:

~~means for storing client information including individual information including clients' code numbers, names, sex distinctions, ages, addresses and telephone numbers;~~

~~means for storing sales company goods information including sales goods, departments, names of classes of goods, codes for goods, prime unit prices, and sales unit prices;~~

~~means for storing information of goods purchased by clients;~~

~~means for retrieving results representative of high-ranking clients who contribute to sales of one or more goods designated by setting at least conditions of time period, class of goods and sales rate from the information of the goods purchased such that a limited number of clients, M, are extracted as the high-ranking clients in accordance with the following expression:~~

$$M = A \times R$$

where:

A is the total sales amount of the designated goods, and

R is the sales rate of the designated goods; and

means for outputting and printing results retrieved.

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Claim 2. (Original) The client card mail system according to claim 1, wherein said means for storing client information, said means for storing goods information and said means for storing goods sales information comprise a recording medium such as a magnetic card, a plurality of terminal devices, a main computer, and a data storing device.

B2  
Claim 3. (Previously Amended) The client card mail system according to claim 1, wherein said means for retrieving high-ranking clients comprises a plurality of terminal devices and a main computer.

Claim 4. (Original) The client card mail system according to claim 1, wherein said means for outputting and printing the retrieved result comprises a printer and a card issuing machine.

Claim 5. (Cancelled)

CB  
Claim 6 (Currently Amended) A method of storage and retrieval for a client card mail system, said method comprising the steps of:

a) storing client information including individual information including clients' code numbers, names, sex distinctions, ages, addresses and telephone numbers in a storage means;

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b) storing sales company goods information including sales goods, departments, names of classes of goods, codes for goods, prime unit prices, and sales unit prices in said storage means;

c) storing information of goods purchased by clients in said storage means;

d) retrieving from said storage means, results representative of high-ranking clients who contribute to sales of one or more goods designated by setting at least conditions of time period, goods class and sales rate from the information of the goods purchased; and

e) outputting and printing said results retrieved, wherein  
in the step of retrieving, a limited number of clients, M, are extracted as the high-ranking clients in accordance with the following expression

$$M = A \times R$$

where:

A is the total sales amount of the designated goods, and

R is the sales rate of the designated goods.

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